

August 14, 2000

Docket 00N-1351
Dockets Management Branch (HFA-305)
Food and Drug Administration
Room 1061
5630 Fishers Lane
Rockville, MD 20852

3741 '00 AUG 23 10:37

Dear FDA:

I am writing to object to the use of the term "fresh" to describe any food treated with nonthermal processing, as proposed in Docket 00N-1351 Food Labeling: Use of the Term "Fresh" for Foods Processed With Alternative Nonthermal Technologies. I also request that you rescind the decision to allow raw foods treated with irradiation be labeled as "fresh."

The term "fresh" implies untreated, unprocessed food. Please allow labeling criteria to reflect this by not including nonthermal technologies like irradiation which mislead and defraud the consumer who expects a living food with all its natural health-giving properties.

Sincerely,
Alison Blake

P.S. - We are counting on you to protect us... Thanks for your consideration!

00N-1351

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